As Rigid as a Steel Building

$10,000,000 Was Invested to Make It Possible

All-steel, bolted and riveted the new Essex Coach is as rigid as a steel building. Doors are so hung that even the most extraordinary strains will not spring them out of true. A new and exclusive method of construction permits the use of high baked enamel in new color schemes of lasting finish.

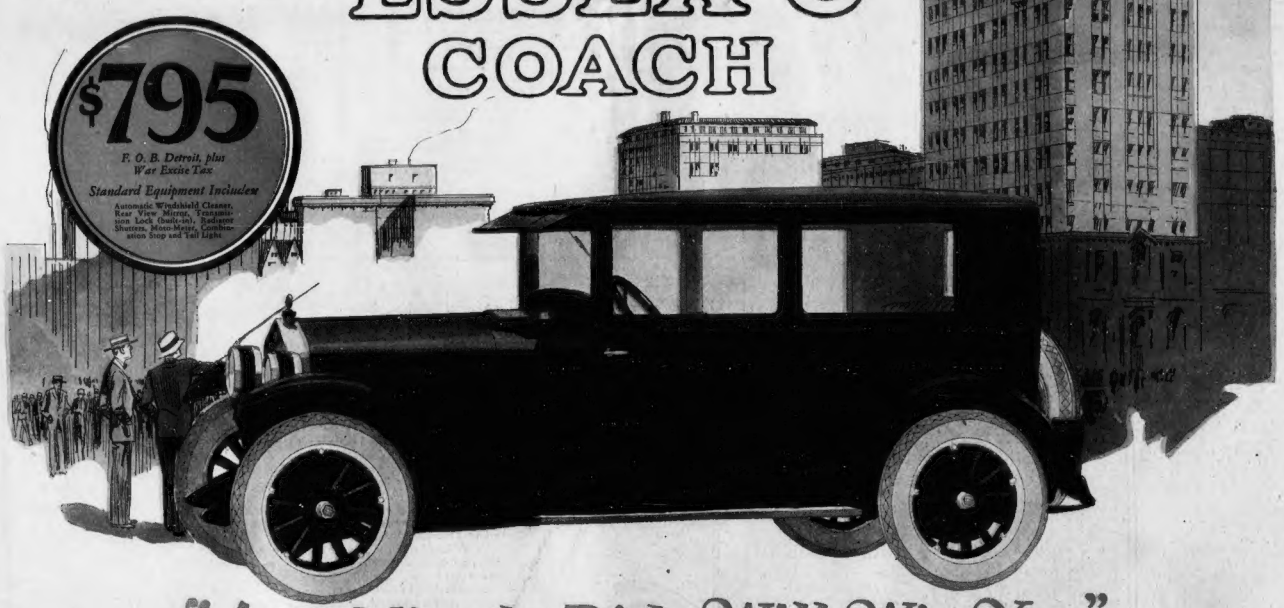
It is the best looking, best value, best Essex ever built. Ten million dollars was invested in the creation of designs, development of special machinery and the erection of a special body plant to make it possible.

Added to the great resources already devoted to Essex, the vast physical equipment of its production alone makes this Essex value exclusive. But back of it, and even more exclusive, is the structure of experience and knowledge gained in building more than 350,000 earlier Essex cars, and 850,000 cars under the Super-Six principle, from which this greatest Essex of all was evolved.

In beauty, in riding ease, comfort and performance the New Essex Coach is proving by all odds the most wanted Essex ever offered.

Its reception has been instantaneous—overwhelming all past Essex triumphs in interest, enthusiasm and sales. New thousands are riding daily. "A 30-Minute Ride Will Win You" is a fact that sales, sweeping the country to new high records, verify every day more strongly.

The New ESSEX "6" COACH


$795
F. O. B. Detroit, plus War Excise Tax
Standard Equipment Includes
Automatic Windshield Cleaner, Rear View Mirror, Transmission Lock (built-in), Radiator Shutters, Motor-Meter, Combination Stop and Tail Light

"A 30 Minute Ride Will Win You"

THE HENLEY KIMBALL CO.
652 Beacon St.

or Buy of Your Nearest Dealer